
Subject: Client Feedback

Effective Date: January 11, 2006

Revised from: October 1, 2004

Policy: Local Agencies shall annually survey their WIC clients and use the findings to develop their local agency *Nutrition Services Plan*. To collect client feedback, Local Agencies (LA) shall use the survey tab in KWIC. In addition, LA may conduct written or telephone surveys, focus groups, exit interviews, additional questions through KWIC or the optional survey included in the appendix. The information gathered can include participants' nutrition education interests, preferred methods of delivering education, satisfaction with services provided and behavioral changes as the result of nutrition education.

Reference: USDA publication dated October 2001, WIC Nutrition Services Standards, Standard 20, Customer Service

Procedure:

1. The State Agency (SA) shall determine client categories that will be surveyed through KWIC by local agencies (LA) in the months of June, July and August. The decision on which categories to be surveyed will be based on the Nutrition Services Plan (NSP) action plans for the following calendar year.
2. The SA staff will enter questions into KWIC using the Program Client Information application.
3. LA can enter additional survey questions into KWIC using Clinic menu/ Preferences/ Survey Questions and Survey Answers.
4. An optional Client Feedback survey is found in the forms section. This survey can be used by LA to obtain additional information on nutrition education and breastfeeding promotion and support activities and administrative comments. The results of this survey are confidential and not linked to a specific client.
5. During June, July and August the LA will ask the statewide questions found in KWIC of all clients seen for any appointment type within the targeted categories.
6. Steps to enter survey responses into KWIC are:
 - a. Highlight client in targeted category on desktop.
 - b. Click on survey tab.
 - c. Highlight questions one at a time.
 - d. Select answer and hit the include button to move answer over to the right side.
 - e. Once questions have been answered for each client, the question will no longer appear in the left hand column but the answers will be in the right hand column.

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7. The active survey questions can be printed through KWIC, Reports menu/ WIC Survey. LA have the option of printing the active survey questions, giving to the clients and then enter into KWIC. When giving the clients the survey questions, and entering into KWIC later, make sure each client puts their name at the top of the survey.
8. KWIC survey question results can be printed through Reports menu/ Survey Results Report.
9. LA are to assess results to use in the development of the NSP and to improve clinic services.